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TO: Distribution DATE: October 7, 1996

FROM: Market Information /Barbara A. Burns

SUBJECT: INTEGRATED WEEKLY NIELSEN REPORT-WEEK ENDING 3/2/96

ALL OUTLETS COMBINED

- PM's share fell -0.4 points to 48.4%, as Basic's gain was overshadowed by Marlboro, OPB and Cambridge losses.
  - PM's share of the Premium category declined -0.6 points to 56.4%, its lowest weekly level since mid-January (prior to the latest wave of Marlboro B4G1F).
- Marlboro's share fell -0.3 points to 32.1%, corresponding with a decrease in B4G1F sales (-0.2 points).
- OPB's share declined -0.1 point to 8.9%, with Virginia Slims experiencing the largest loss.
- Basic realized its third consecutive weekly share gain, advancing +0.1 point versus week-ago and +0.3 points since w/e 2/10 to 4.6%. In addition to B2G1F deals in conjunction with the Box introduction, Basic was also supported by various direct mail offers sent in mid-February to Basic and competitive smokers.
  - Basic Box distribution continued to build, with the percent of stores selling any packing advancing +7 points to 29%, while share remained stable at 0.2%.
- The Discount category was flat this week at 27.1%, with "first week of the month" advances in carton dominant outlets offset by Branded Discount losses in c-stores.

CONVENIENCE STORES

- PM's weekly share decreased -0.6 points to 49.3%. Marlboro, OPB and Cambridge declines more than offset Basic's gain.
- After two consecutive weekly gains, Marlboro's share declined -0.4 points to 34.3%.
- PM OPB's declined -0.2 points in aggregate.
- Basic's share of industry advanced +0.1 point to 4.9%. Its share of the Discount category increased for the third consecutive week (+0.4 points to 17.7%).
  - Basic Box's share remained at 0.3%, with 39% of c-stores stocking at least one of the three new packings (up +9 points versus week-ago).
- The Discount category declined -0.1 point to 27.6%. GPC, Cambridge and Misty declines more than offset Private Label advances.

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